

# AMERICAN GELBVIEH JUNIOR ASSOCIATION

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## 2022-2027 STRATEGIC PLAN



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The American Gelbvieh Junior Association (AGJA) is the Junior division of the American Gelbvieh Association. Eligibility for membership in the AGJA shall be limited to those Junior Members of the American Gelbvieh Association who have not yet reached their 22nd birthday prior to January 1 of the calendar year the opportunity to participate in youth activities.

## PURPOSE

The purpose of this organization is to provide a forum for youth activities approved and supported by the American Gelbvieh Association for the purpose of developing membership, leadership and social skills for the well being of the youth members of the AGJA and to be of assistance to the American Gelbvieh Association in its efforts to promote the Gelbvieh breed of cattle.

## VISION STATEMENT

Cultivate an environment that develops unified and educated leaders to become the best versions of themselves in the pursuit of their passions. In doing so, the AGJA will collaborate with industry and association stakeholders.

## MISSION STATEMENT

By instilling a sense of responsibility, dedication, pride and professionalism in the members of the AGJA, we will provide a platform to develop the professional and interpersonal skills of our members.

## CORE AREAS

Outreach | Outlook | Education | Leadership | Involvement

# GOALS AND STRATEGIES

## OUTREACH

“Proactively encourage interaction between past, present, and potential members along with industry stakeholders.”

### 01. JUNIOR TO JUNIOR LEVEL COMMUNICATION

- Social Media Presence.
  - Recognize AGJA member achievement outside of the association.
  - Board member takeovers.
  - Focus on direct communication with juniors.

## 02. COLLABORATIVE ENVIRONMENT

- Maintain communication between AGJA, AGA, AGF.
- Continue to encourage involvement within parts of the Gelbvieh triangle.
- Involve past junior members at AGJA events as guest speakers, contributors to communication, etc.
- Alumni recognition at Junior Nationals

## 03. INTERACTION WITH AGA STAFF, MEMBERS & AGF MEMBERS

- Invitation to provide update (per entity) during AGJA board meetings.
- Continue to involve AGF in junior events.
- Continue to provide assistance during AGA events.
- Recognition of AGA/AGF members during annual AGJA Awards Banquet.

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## OUTLOOK

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"Remain relevant within the beef industry as a junior association."

## 01. MAKE SOUND FINANCIAL DECISIONS

- Offer contest to corporate or business' as sole sponsor.
- Send more AGJA directors and members to industry events.
- Build relationships with corporate sponsors and utilize them outside of junior nationals.

## 02. ENCOURAGE YOUTH TO SEEK NEW AND EXISTING OPPORTUNITIES WITHIN THE BEEF INDUSTRY

- Discussing opportunities within the industry as Junior members.
- Share experience of attending industry events as a junior member with AGJA membership.
- Encourage verbiage on junior event promotion to be more inclusive of all individuals interested in the beef industry regardless of affiliation.

## 03. USE LONG-TERM STRATEGIC PLAN FOR GUIDING ASSOCIATION DECISIONS.

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## EDUCATION

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"Provide the necessary resources for members to expand their knowledge and available opportunities for success in their future endeavors."

## 01. EDUCATION

- Effectively promote and leverage available scholarship opportunities.
  - Provide resources for scholarship opportunities for AGJA members.
  - Build listserv of email address' from FFA advisors, Extension agents etc. that may be interested in Gelbvieh news, events, scholarship information etc.
  - Create platform on Junior Page for outside AGJA scholarship opportunities.

## **02. PROMOTE PROFESSIONAL DEVELOPMENT OPPORTUNITIES.**

- Provide resources for corporations/ranches to announce internship/employment opportunities for AGJA members.

## **03. FACILITATE THE COMMUNICATION AND APPLICATION OF PRACTICAL KNOWLEDGE & LIFE SKILLS.**

- Release contest results following junior national events.
- Provide feedback during banquet about what judges were looking for within each contest.
- Provide opportunity for members to gain insight on opportunities and events with enough time to gain confidence in the experience.
- Provide resources for members regarding life skills that can be obtained through their membership within the AGJA.

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## **LEADERSHIP**

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“Cultivate a generation of junior members that are excited about stepping into leadership positions.”

### **01. ENSURE INTERACTION WITH AGJA DIRECTORS IS POSITIVE, PROFESSIONAL AND ENCOURAGING**

- Make it a priority to have the conversations with members, sponsors, etc. before, during and following AGJA events.
- Signs of gratitude for the partnership with sponsors following events.

### **02. CREATE A PLATFORM THAT FOSTERS AND RECOGNIZES YOUNG LEADERS.**

- Continue to share junior success stories outside of the AGJA on social media platforms
- Junior member monthly spotlight.
- Inspire a membership with heightened self-awareness of personal and professional skills.

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## **INVOLVEMENT**

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“Inform and encourage participation of membership through favorable industry events.”

### **01. INSPIRE MEMBERS TO EXPERIENCE NEW CHALLENGES AND SEEK SUCCESS.**

- Recognition of participation among AGJA members who are getting involved in local, state and national level professional development opportunities.
- Promote industry events

### **02. INTRODUCE OPPORTUNITIES FOR COLLABORATION WITH YOUTH OUTSIDE THE ASSOCIATION.**

- Junior Breeder Award
- Summit Conference
- Internship/Career Opportunity Platform
- Monthly Member Spotlight